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Hall Ticket No | | | | | | | | | | | Question Paper Code: CMB014

MBA IV Semester End Examinations (Regular) - April, 2019
Regulation: .–R16
ENTREPRENEURIAL DEVELOPMENT
(MBA)

Time: 3 Hours Max Marks: 70

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Explain the process of approach to entrepreneurship with reference to Integrative approach. [7M]
   (b) Outline the 21st century trends in entrepreneurship. [7M]
2. (a) Demonstrate the evolution of entrepreneurship. [7M]
   (b) Explain the factors influencing entrepreneurship and elements of entrepreneurship. [7M]

UNIT – II

3. (a) What are the steps involved in conceptualizing a corporate entrepreneurship strategy? [7M]
   (b) A number of corporations today are working to re-engineer corporate thinking and encourage an intrepreneurial environment. What types of steps would you recommend? Offer at least three and explain each. [7M]
4. (a) Identify and discuss the characteristics associated with entrepreneurial mindset. [7M]
   (b) Illustrate the causes of entrepreneurial stress and functions of entrepreneurs. [7M]

UNIT – III

5. (a) Discuss the factors considered for acquiring of an established business venture. [7M]
   (b) Explain the different pathways for entrepreneurs to create new ventures. [7M]
6. (a) Explain the different sources of innovative ideas and entrepreneurial imagination. [7M]
   (b) Illustrate the process of creativity with examples. In what respect entrepreneurs need creativity for survival and growth. [7M]

UNIT – IV

7. (a) What is copyright? What are the different rights of copyright owner. [7M]
   (b) Define intellectual property. How intellectual property can help a great deal in the entrepreneurial journey of start-ups. [7M]

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8. (a) What are the possible causes of failure of new ventures? [7M]
   (b) Illustrate the critical factors for new venture developments. [7M]

UNIT – V

9. (a) What are the key dimensions influencing a firm's strategic planning objectives? [7M]
   (b) Identify the unique managerial concerns with growing business. [7M]

10. (a) What are the benefits of long range planning? Elucidate them. [7M]
    (b) Does strategic planning really payoff for entrepreneurial venture? Discuss the strategic visions in strategic planning. [7M]

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